

R A P I D S I T E



READY  
SET  
LAUNCH

BRIDGELINE<sup>®</sup>  
digital  
interactive technology solutions

[WWW.BRIDGELINEDIGITAL.COM](http://WWW.BRIDGELINEDIGITAL.COM)

## Quickly & Easily Launch your Website, Intranet, or Portal without Sacrificing your Brand



With iAPPS Rapid Site, you won't get a generic website-in-a-box solution like hundreds of vendors out there offer. We know your brand is the lifeblood of your business so we work directly with you to leverage the brand equity you've worked so hard to build and deliver a powerful, custom web presence.

### Minimal Up-Front Investment With Maximum Return

A nominal up-front investment of \$38,000, which includes set up, design and initial development of your site plus \$600 per month for iAPPS Content Manager SaaS licensing, affords you a powerful, customized web solution.

Here is what you can expect with iAPPS Rapid Site:

- In just 5-weeks from start to finish – you are ready to launch!
- Training is included in the project timeline, which means that your content contributors are ready to create, edit, and manage site content from day one
- Powerful web content management combined with a very easy-to-use common interface that empowers non- technical users to update site content
- The option of iAPPS Analytics, integrated web analytics that can help you better understand site visitor behavior and assist you in delivering targeted and persuasive content in real time
- A selection of 8 distinct page templates from our extensive quality assurance tested template library
- Pre-population of up to 25 pages of your content, tailored to your new site and professionally reflective of your brand
- Future scalability that will support you as your needs change
- A fully supported Tier 1 Data Center hosting environment that provides proactive monitoring, and data backups 24/7

### Investment Summary

\$38,000 initial investment plus:

- \$600 per month for iAPPS Content Manager
- \$450 per month for iAPPS Analytics (optional)

Gets you:

- Web solution strategy development with our teams of interactive technology experts
- One design direction and two editing rounds
- All related hosting is included\*

\* Up to 250 pages, 40GB of data transfer, 100MB database, and 500MB of storage per month. Sites that have greater than 250 pages will be charged \$10 per page, per month.

Maximize your site ROI with additional services from Bridgeline's award-winning team, including:

- Search Engine Optimization
- User and Market Research
- Usability Consulting
- Additional Custom Page Templates and Content Entry
- Newsletter Distribution
- Lead Capture
- Multimedia Development
- Specialized Functionality

## Ready, Set, Launch!

Careful planning and communication are fundamental when it comes to ensuring the success of a project. Throughout a targeted 5-week engagement you can expect that Bridgeline will be in constant communication so you will get the website you want that provides the most value.

## 5 Easy Steps in 5 Weeks

### 1 Discovery

#### Let's get started!

During Discovery your Bridgeline project team will conduct a storyboard session to accurately map out your requirements, develop a project plan and work to understand your information architecture (IA) needs.

In this phase you will work with your Bridgeline team to select the 8 distinct page templates from the iAPPS quality-assurance tested template library that match your IA requirements and help you realize your goals.

#### It's all about choice!

### 2 Templating

### 3 Design

#### Brand it!

Bridgeline's award-winning designers will create a design direction that will reflect your brand and identity, based on the information they have learned to date. From your preferences and feedback, a finished design direction is achieved through two rounds of review.

Bridgeline will code your templates with your design and will build your customized site with up to 25 pages of your content. Once built, your site will go through a rigorous quality assurance testing process to make sure it is nothing less than perfect.

#### Now we kick into overdrive!

### 4 Build

### 5 Deploy

#### It's launch time!

In the final phase Bridgeline will train your content contributors on iAPPS and launch your brand-new, powerful and customized website in our state-of-the-art SaaS environment.

## Step Right Up and Take Your Pick

You have your choice of 8 templates, all of which will have your brand showcased by our award-winning designers.



### Homepage

The Homepage is the front door to your website and your business; giving you the opportunity to cross-sell and showcase your products and brand.



### Video Gallery

Enhance your site even further through the use of the Video Gallery template. Like an image gallery, thumbnail images are displayed but will play video when clicked.



### Newsroom

The Newsroom template is your opportunity to point site visitors in the direction of news that you want them to see – press releases, company information and more.



### Form Library

The Form Library templates enables you to organize your PDFs, documents and other forms by specific topic and allows visitors to easily locate the information they need.



### Biography Listing

The Biography Listing page is where you show your site visitors the people behind your business. This template includes a picture, title and brief description.



### Generic Form

Creating forms to capture information from site visitors becomes an easy task for your content owners when they use the drag and drop interaction of the Generic Form template.



### Frequently Asked Questions

This template makes it simple to create an FAQ page that allows site visitors to easily view the answers to commonly asked questions.



### Page Content (1-Column)

By providing the flexibility of using the entire page width to present content, the 1-Column Generic Content template is transformed into a virtual artist's canvas.



### Calendar

The Calendar template provides filters enabling your site visitors to locate your events quickly and easily. Clicking a specific event opens the Calendar Detail template.



### Page Content (2-Column)

The 2-Column Page Content template allows for content presentation in a two-column display format. Left-hand navigation is contained in the first column and body content in the second.



### Calendar Detail

The Calendar Detail template provides detailed event information including start/end time and links to resources including event registration, agendas, and documents.



### Page Content (3-Column)

The 3-Column Page Content template is ideal for displaying multiple columns of information including left navigation, body content and a listing of sidebar elements.



### Product Listing

Your product catalog is the lifeblood of your business. Our Product Listing template allows site visitors to easily page through your list of products.



### Search Results

The Search Results template provides a paginated listing of site content specifically related to your users' unique search criteria.



### Product Detail

The Product Detail template offers a description, sample images and additional specifics related to a product.



### My Profile

Visitors to your site can enter personalized information allowing them a more one-to-one interaction with your site, while also providing you with valuable, actionable information.



### Image Gallery

The Image Gallery template allows for image presentation using either a scrollable list or paginated view.



### Sitemap

The Sitemap template provides a link-based layout of your site's menu structure and all pages within your site.

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